MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MLC1113 – MEDIA CULTURE

(All Sections / Groups)

22 October 2016
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages including the cover page with 6 Questions only.

2. In **Section A**, answer **ALL** questions. All questions carry equal marks.
   In **Section B,** answer **TWO** out of **FOUR** questions.

3. Please print all your answers in the answer Booklet provided.

*Section A: Answer **all** questions.*
Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

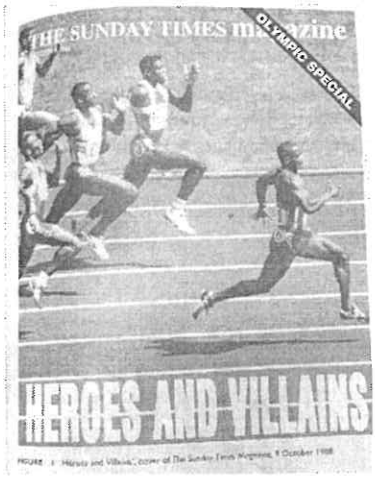
Question 1

Mass communication refers to a message transmitted to a large audience; the means of transmission is known as mass media. Many different kinds of mass media exist and have existed for centuries. Both have an effect on culture, which is a shared and expressed collection of behaviors, practices, beliefs, and values that are particular to a group, organization, or institution. Culture and media exert influence on each other in subtle, complex ways.

Explain how different technological transitions have shaped media industries (sender) and the audience (receiver)?

(10 pts)

Question 2



This is a picture of the men's 100 meters final at the 1988 Olympics which appeared on the cover of the Olympics Special of the *Sunday Times* colour magazine (9 October 1988).

Representation, when dealing with difference, engages feelings, attitudes and emotions. Using 'Heroes and Villains',

Discuss the image above in terms of:

I. **What the story of the image**
II. **Its Connotations**
III. **Its privileged meanings**

(10 pts)

Continued .....

*Section B: Answer **only TWO (2) of the following FOUR (4)** questions.*
Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

Listed below are three (3) reasons why media growth is profitable.

I. Economies of Scale
II. Synergy
III. Global competition.

Discuss the three (3) reasons why media growth is profitable and please include an example for each reason.

(10 pts)

Question 2

Communications media have gone through several stages of development. The evolution of these media has depended a great deal on developments in the economies and societies around them, including technological, political and cultural context.

Based on the statement above, explain the changes in communication media from the following types of societies throughout human history:

(a) Pre-agricultural Society
(b) Agricultural Society
(c) Industrial Society
(d) Information Society

(10 pts)

Continued .....

Question 3

"Dialogue is at the very heart of community access TV network. For this is a medium that is (or supposed to be) interactive, user-defined and operating horizontally. A sharp contrast indeed to the centralized, one-way, top-down flow pattern of conventional media."

(Kim Goldberg, American poet, journalist and author)

Based on the quote above, discuss issues surrounding community-based media such as community video, radio stations or special interest social networks, and their impact especially within a particular community. Provide examples to demonstrate your points.

(10 pts)

Question 4

The media that we listen to are potentially very powerful. As our society evolves, the cultural aspects of "sound" are affected greatly by the developments in scientific knowledge and technology. It has changed the kind of sounds that we listen to, the way we listen to them and our whole listening experience. It is constantly under construction and undergoing change.

Discuss the relationship between technological developments in sound media and its effects in culture and the society.

(10 pts)

End of Paper.